

2011 ANNUAL REPORT

# CLAYTON CENTURY FOUNDATION

*enriching our community*



[www.claytoncenturyfoundation.org](http://www.claytoncenturyfoundation.org)

December 1, 2011

Dear Friends:

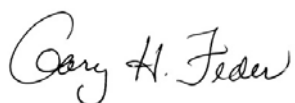
By the accepted standard, I am not from St. Louis because I didn't go to high school here. I am, however, very much from Clayton, having first walked into town while a freshman at Washington University in the fall of 1966. I know you share my 45 year long love affair with Clayton and want to thank you for saying so through your support of the Clayton Century Foundation.

The existence of a public/private partnership is extremely helpful to the realization of important City enhancements. In fact, many possible sources of public funding are simply not available at all without a highly visible and vibrant private sector support organization.

New projects and programs in the arts, history, parks, and sustainability have benefited already from your involvement as Founders or other financial supporters. Plans marking the first century of Clayton in 2013 and major advancements both prior and subsequent thereto are made possible by your past vote of confidence and continued involvement as on-going members of CCF.

Thanks again for joining me and our Board and staff in this investment in a great community.

Best regards,



Gary Feder  
President  
The Clayton Century Foundation

# CCF

## STATEMENT

### MISSION

The mission of the Clayton Century Foundation (CCF) is to provide the **Margin of Excellence** that has established Clayton's role as the leading community in the St. Louis area. This will be done in two ways. First, CCF will establish an umbrella non-profit community organization to privately finance long-term capital projects that reflect community needs and priorities. Second, it will stimulate and develop projects with expanded programs in preparation for the 100th anniversary celebration of the City of Clayton in 2013.




In 2013, Clayton celebrates its 100th year as a Municipality!

This benchmark is an opportune time to renew and revitalize our community with meaningful enhancements. By bolstering what Clayton offers to the region, we believe there is unlimited potential for everyone to benefit.

**Thank-you for joining and supporting the Clayton Century Foundation in our four key passions: parks, history, arts and sustainability.**

{Arts}

# CLAYTON CENTURY GARDEN



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The community has consistently demonstrated a commitment to public art and appreciates the value of its growing permanent collection. Public art contributes to a community's quality of life, helps to create a sense of place and attracts visitors from around the region.

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**EGG** by CAROL FLEMING  
*Sensory Garden – Shaw Park*

CCF's contribution of the original, colorful egg adds both a visual and textural stimulation for the entrance to the Shaw Park Sensory Garden.



**YOUTH** by TOM FRAHM  
*Wydown Park*



# ARTS



*Clayton Century Garden*


## *Looking Ahead...*

The Brentwood Boulevard entry into Shaw Park, now known as the Century Garden, is located between the pool and the ice rink. This beautifully landscaped area is an inviting place with benches and views of activities in the surrounding facilities as well as the corporate towers in Downtown Clayton. The City has been fortunate to host significant art pieces at this location, including 'Five Rudders' by Alexander Calder, on loan from Washington University, and currently 'Venus Victorious' by Auguste Renoir, on loan from the Saint Louis Art Museum. By 2013, the Century Garden will be transformed with a new commissioned art piece created for this site by a nationally renowned contemporary artist. Centene Charitable Foundation is making a six figure contribution for the installation in this prominent gateway.



{Parks}

# INCLUSION PLAYGROUND



A regional example of an inclusive playground for children of all abilities to play together.



## PARKS



### *Looking Ahead...*

#### **Shaw Park Fitness Trail**

With the ability to assist the City of Clayton in its fight against obesity, the Fitness Trail will become a spoke on the Shaw Park Recreational Trail and will serve teens and adults by assisting in their healthy living goals. The Fitness Trail will consist of outdoor exercise equipment distributed as stations along the trail. The stations will promote physical activity among teens and adults.

#### **Shaw Park Corporate Pavilion**

Shaw Park will continue its transformation through the replacement of the existing corporate tent with a permanent pavilion. Intended to serve the entire community, the plan includes restrooms, a small catering kitchen and a paved plaza connecting the pavilion to the Shaw Park Trail system. Strategically located next to ball fields and volleyball courts, Clayton businesses and other organizations will have team building opportunities in this beautiful urban oasis. Enterprise Holdings has pledged a six figure contribution for this project.

#### **Shaw Park Recreational Trail**

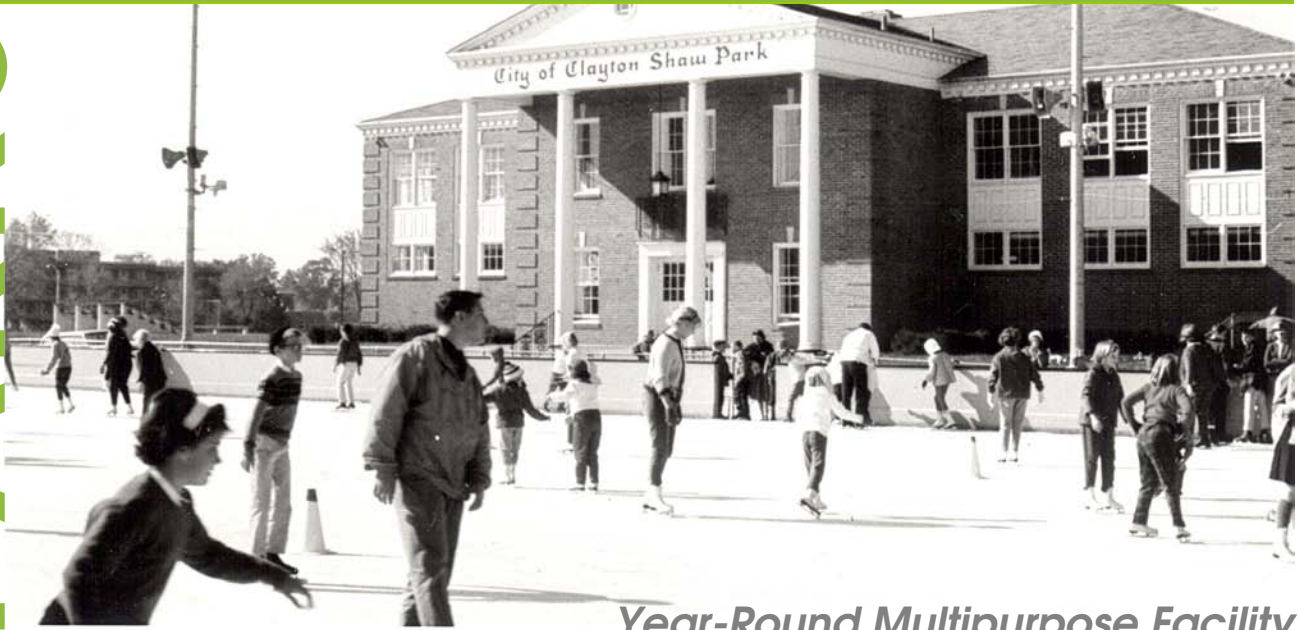
The CCF is pleased to announce that Brown Shoe Company is dedicating \$150,000 to the Shaw Park Recreational Trail. The William T. Kemper Foundation has contributed \$20,000 along with a \$5,000 gift from Commerce Bancshares Foundation. Coupled with grant funding from the Department of Natural Resources for \$100,000 along with \$27,500 that was already pledged by the CCF this exciting project should be completed prior to 2013. The creation of a recreational trail will encourage participation by all generations and provide a new way of experiencing Shaw Park. The Recreational Trail will have a positive impact on the health and wellness of residents, workers and visitors. It will assure that the City continues to fulfill its mission to improve the quality of life for our citizens in a safe, healthy and pleasing environment.

#### **Shaw Park Nature Garden**

The Shaw Park Nature Garden will be an oasis connected to the Recreational Trail. The Nature Garden will feature plants native to Missouri and a soft path that will wind through the garden encouraging quiet reflection. Sculptural elements will further encourage contemplation in a natural setting. Moneta Group Charitable Foundation has contributed \$75,000 for this project.



# PARKS



*Year-Round Multipurpose Facility*

## *Looking Ahead...*

The City of Clayton dedicated the Shaw Park Ice Rink in 1961. Today, Shaw Park Ice Rink is one of only two open air ice rinks in the St. Louis Metropolitan area. Following 45 years of use, the ice rink facility began to decline and needed a major reinvestment in order to remain open to the public. The Shaw Park Ice Rink closed in 2006 and a task force was formed to evaluate the feasibility of reopening and maintaining the ice rink. During its year of closure, the task force found that an overwhelming majority of the community wanted to preserve their unique gem in Shaw Park. The City contracted with a consultant that concluded the site would greatly benefit from an enclosure that could protect the ice from the effects of the sun and guarantee regular open hours for public skating.

***With the enhancement of the rink as a year-round multipurpose facility, the site would be the pulse of Clayton.*** This is a visionary project that will set apart our community and create regional significance, as well as contribute to our community's economic, educational, and cultural sustainability. The vision includes renovation of the existing building structure behind the ice rink and the addition of a restaurant venue to complement the expanded Century Garden. With theatrical, musical and athletic programs for youth, the year-round facility would enhance the appeal of the aquatic center, tennis center and other park attractions.

**READ ALL ABOUT IT!** The CCF is gaining momentum with larger projects and the following press release was picked up by the St. Louis Business Journal and Patch.com.

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### **Clayton Century Foundation Announces Significant New Pledges**

*Moneta Group to Fund Shaw Park Nature Garden and William T. Kemper Foundation to Help Create Recreational Trail*

(St. Louis, MO – October 24, 2011): The Clayton Century Foundation, a non-profit organization that serves as a private partner to the City of Clayton, is pleased to announce that a \$75,000 gift has been pledged by Moneta Group and the Moneta Group Charitable Foundation to fund the Shaw Park Nature Garden. The announcement was made by Gary Feder, president of the Clayton Century Foundation.

A priority and prominent project for the City of Clayton, the Shaw Park Nature Garden is a component of the new Recreational Trail being developed around the perimeter of the 45-acre park. Shaw Park is the City's oldest and largest park, dedicated in 1937 and named for Charles A. Shaw, who served as Clayton's sixth mayor.

"We are happy to take a leadership role as an active member of the Clayton corporate community," states Gene Diederich, CEO of Moneta Group. "We have been located in Clayton for more than 50 years, and the Nature Garden will be an amenity for all of our employees to enjoy, as well as the community at large and the St. Louis region."

The Shaw Park Nature Garden will be located at the corner of Forsyth and Brentwood Boulevards and be designed as a passive-use area, one that features sculptures and indigenous plantings. It will be a place for peaceful respite and will complement activities on the Trail and in the Park.

In addition to the Moneta gift, Feder announced that the William T. Kemper Foundation – Commerce Bank, Trustee and the Commerce Bancshares Foundation have pledged \$25,000 to help fund the Shaw Park Recreational Trail, providing a variety of new exercise and wellness experiences for all ages. Construction on the Shaw Park Recreational Trail is slated to begin in 2012, thanks to a major lead contribution by Brown Shoe and funding through a Missouri Department of Natural Resources grant announced earlier this year.



“These gifts to the Clayton Century Foundation enhance the community experience and help the City to achieve its goals,” states Feder. “We look forward to bringing these projects to the public in time for the City’s centennial celebration in 2013.”

**About Moneta.** Headquartered in Clayton, Missouri, Moneta Group is one of the nation’s largest Registered Independent Advisory firms, managing more than \$10 billion in assets. Moneta Group provides Family CFO and institutional consulting services to a select group of clients. Founded in 1869, the firm’s primary role is serving as their clients’ advocate - while helping them negotiate the many complexities encountered in managing their complex financial affairs. Advice is provided across a broad range of topics including investment management, retirement planning, estate planning, risk management, business succession planning, income tax planning, employee compensation planning and education funding. As the Family CFO, Moneta allows its clients the opportunity to continue doing what they do best: building wealth, pursuing hopes, and living the life of their dreams. For more information on Moneta Group, visit

[www.monetagroup.com](http://www.monetagroup.com)

**About the William T. Kemper Foundation.** The William T. Kemper Foundation was established in 1989, following Mr. Kemper’s death. The Foundation is dedicated to continuing Mr. Kemper’s lifelong interest in improving the human condition and quality of life. Preference is given to projects located in the Midwest, with particular emphasis on his home state of Missouri and the surrounding areas. The philanthropic efforts of the William T. Kemper Foundation concentrate on four broad areas: Education; Health and Human Services; Civic Improvements; and The Arts.

**About the Commerce Bancshares Foundation.** The Commerce Bancshares Foundation was established in 1971 to supplement the Bank’s support of the communities it serves. General program areas include the arts, civic improvements, education, and health and human services. The Foundation makes charitable grants to non-profit organizations in Missouri, Kansas, West-Central Illinois, Eastern Colorado and Northern Oklahoma.

**About the Clayton Century Foundation.** A 501(c)3 organization, the CCF serves as a private partner to the City of Clayton to support the restoration and enhancement of our community’s cultural, recreational and environmental assets. CCF focuses on four priority initiatives: nurturing our parks, honoring our past, promoting public art and supporting sustainability. Projects undertaken are consistent with the City’s master plan, and contribute to a meaningful and enduring quality of life for residents, workers and visitors. [www.claytoncenturyfoundation.org](http://www.claytoncenturyfoundation.org)

Media Contact: Patty DeForrest | 314-290-8464 | [pdeforrest@ci.clayton.mo.us](mailto:pdeforrest@ci.clayton.mo.us)

{History}

# HISTORIC HANLEY HOUSE



The Historic Martin Franklin Hanley House is a Civil War-era farm house that is today meticulously preserved in its original location. Built in 1855, the Hanley House was purchased by the City in 1968 from Hanley family descendants and provides rare access to family records, books, photographs and historical objects. We are fortunate to have such a rare collection that provides a window into the past for multi-generational, shared experiences.

*The educational potential for bringing history to life at the Hanley House is exciting and limitless, from student tours to a venue for scout retreats and special events.*





## *Looking Ahead...*

### **Hanley House Pavilion**

CCF committed \$10,000 towards the Hanley Park Pavilion, and the City of Clayton received a Municipal Park Grant totaling \$184,000 for this project. Expected to be completed by Spring 2012, this project will help increase the utilization of the Historic Hanley House for programming and educational purposes by providing restrooms, a small gathering space and ADA accessibility to the new pavilion.

### **Centennial Clayton History Book**

The CCF has raised nearly \$30,000 to publish a book as a tribute to the history of Clayton in honor of the City's Centennial. The coffee-table book will feature historic and current photography, along with interesting stories, interviews and reflections. Smith, Moore & Co. and Washington University each contributed \$10,000 for this project.

### **Hanley House Back Porch Susan Hanley Challenge Grant**

In support of our City's rich history, Susan B. Hanley, the great granddaughter of the man responsible for constructing the Historic Hanley House in 1855, has pledged a \$25,000 challenge grant in support of the historic house museum. The CCF has accepted the challenge and will raise \$25,000 to match the gift for a total of \$50,000. This is a unique opportunity to support Clayton's oldest home. The funds raised through Susan B. Hanley's challenge will be dedicated to the porch project. The porch will include an ADA ramp to allow for accessible entry to both the house and one of the museum's most significant attributes, the original outdoor kitchen which once served as the slave quarters for the farmstead.

### **Hanley House Restoration**

The Hanley House was first restored and dedicated in 1971 and it has been 40 years since the last major reinvestment in the site. The CCF will continue restoration efforts to the Hanley House windows, doors, interior conservation, exterior foundation & tuck-pointing, as well as adding a fire suppression system.





{Future}

# THE NEXT GENERATION



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A healthier and greener Clayton  
for this generation and the next.

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The City strives to balance ecological, economic and social priorities to ensure a healthy and safe environment for its citizens. In concert with the City's development standards, CCF will incorporate environmental features in all projects and endeavors. From promoting demonstration rain gardens to planning programs to assist citizens with sustainable practices, CCF will look for ways to ensure that we are a healthy city.

## GO GREEN 5K RACE

More than 400 people raced through the streets of Clayton for the first Go Green Clayton 5K on May 1, 2011. The School District of Clayton, Clayton High School Green Club and the Clayton Century Foundation were proud to collaborate in leading the fun, family-oriented event to promote healthy living, community pride and a greener Clayton. This race is unique in that not only does it take place in Clayton, it is organized by Clayton entities and it benefits Clayton charities.

2012 GO GREEN 5K Race Day: Sunday, May 6th, 2012.

For more information visit [www.Clayton.k12.mo.us](http://www.Clayton.k12.mo.us).





# 2011 EVENTS & PROGRAMMING

## Ralph Clayton Leadership Circle

The CCF hosted a gathering of the Ralph Clayton Leadership Circle to celebrate Ralph Clayton's 223rd birthday on February 23, 2011. Corporate, foundation and city leaders gathered at Ruth's Chris Steak House to announce lead gifts for investment in Clayton's cultural assets and to review a wide variety of priority projects.

"The initial response is overwhelmingly positive, with a number of corporate leaders pledging support for projects that reflect their passions," reports Gary Feder, President of the Clayton Century Foundation.

## Hanley House Scholarship Fund

With the establishment of a scholarship fund, the House Museum will further work with area teachers to create new curriculum and program activities at the Hanley House. Students tour the museum for a fee of \$5 and, combined with travel costs, many students are restricted from visiting the Hanley House. With scholarships, students that would normally not have the opportunity to tour the museum will experience the site. As the country commemorates the Civil War Sesquicentennial, a gift to the museum in the amount of \$15,000 would support the development of curriculum and would enable hundreds of disadvantaged students to visit the Museum each year.

## Sensory Garden Celebration

On May 31st, 2011, representatives from the Clayton Century Foundation, the City of Clayton and the School District of Clayton came together at the Sensory Garden in Shaw Park for a celebration! The event helped to wrap up the inaugural Go Green 5K race and celebrate the completion of the planting of Shaw Park's Sensory Garden. Proceeds from the 5K race benefited the Clayton High School Green Club and the Clayton Century Foundation.

## Musical Nights in Oak Knoll Park

Sponsored by CCF Parks, Musical Nights is an annual tradition. Held on the 4th Sunday of the month June through September, this event is perfect for families. Guests were invited to bring a picnic and enjoy music in the park.

## Sidewalk Soiree

On May 4, 2011 the Crescent hosted the first annual Sidewalk Soirée at Crescent Plaza, an evening of food and entertainment featuring the unveiling and dedication of the first Gerard Tsutakawa sculpture in the Midwest, "Uzumaki Curve". The Crescent Plaza Sidewalk Soirée was free, open to the public and featured entertainment starring The Fabulous Motown Revue. Crescent Plaza restaurants including The Ritz Carlton, Araka, Kaldi's, Luciano's, and Stratton's provided complimentary appetizers and signature drinks. The artist, Gerard Tsutakawa, personally unveiled *Uzumaki Curve* which he designed and fabricated specifically for the space in front of The Crescent in Clayton. A portion of the evening's proceeds benefited the Clayton Century Foundation.

## Hanley House Events

### Full Moon Flashlight Tour

On September 23, 2011 families grabbed their flashlights for a unique tour of the oldest house in Clayton. With the full moon illuminating the farmstead built in 1855, Hanley House interpreters shared family stories and s'mores around a campfire.

### Haunted Hanley House

On Oct. 22, 2011 the ghosts of the Hanley House came to life for the night! The night was filled with a few tricks and of course, some treats for parents and their kids! Sponsored by CCF, the event featured a special choose-your-own-adventure style haunted tour and 19th century candy.



**THANK-YOU** TO CCF CORPORATE AND PRIVATE DONORS WHO  
CONTRIBUTED TO OUR COMMUNITY FOR THIS GENERATION AND BEYOND.  
INVESTING IN CLAYTON IS A GREAT INVESTMENT FOR YOUR FAMILY, YOUR  
HOME AND YOUR BUSINESS.

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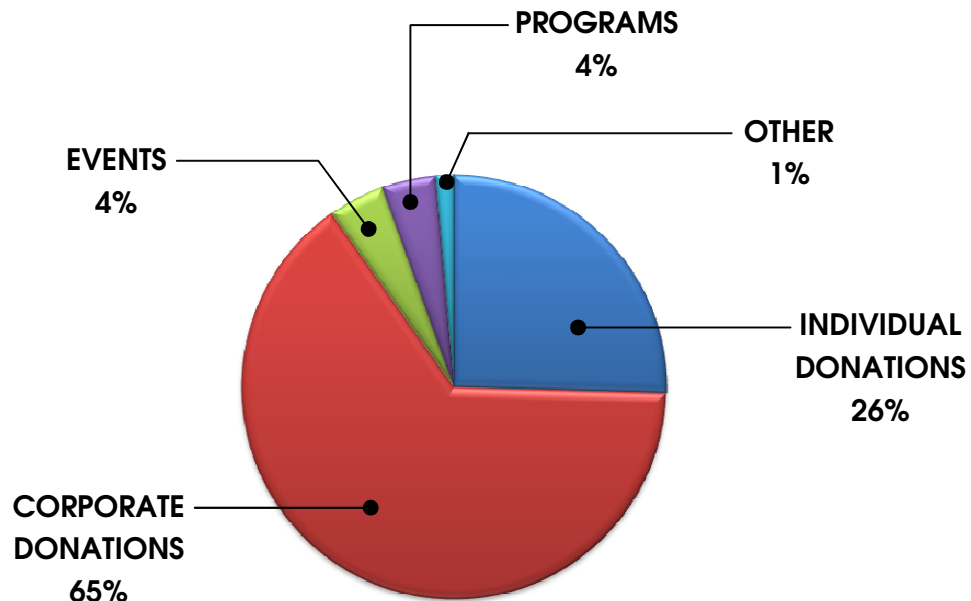
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 \*As of 11/12/2011



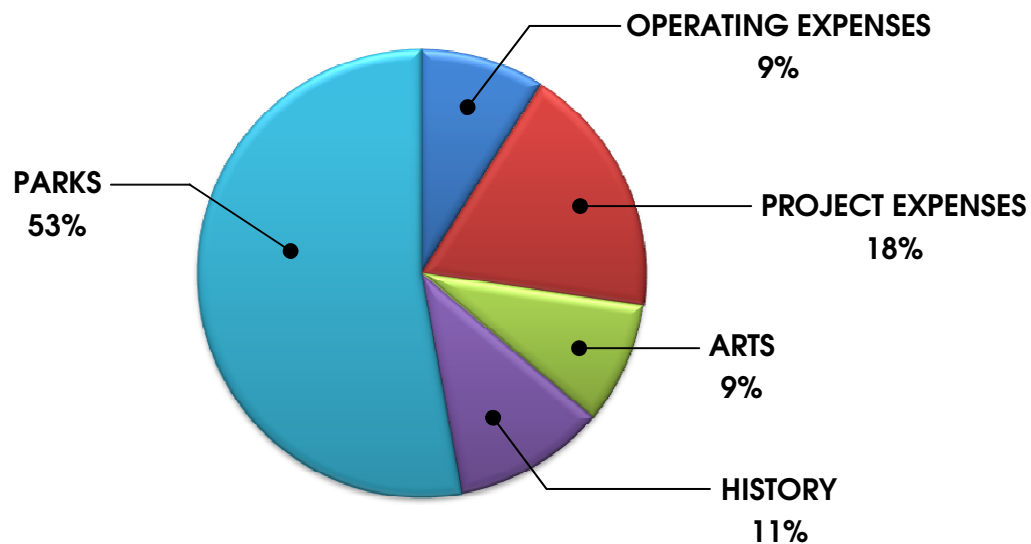
### 2011 REVENUE

**\$155,652**

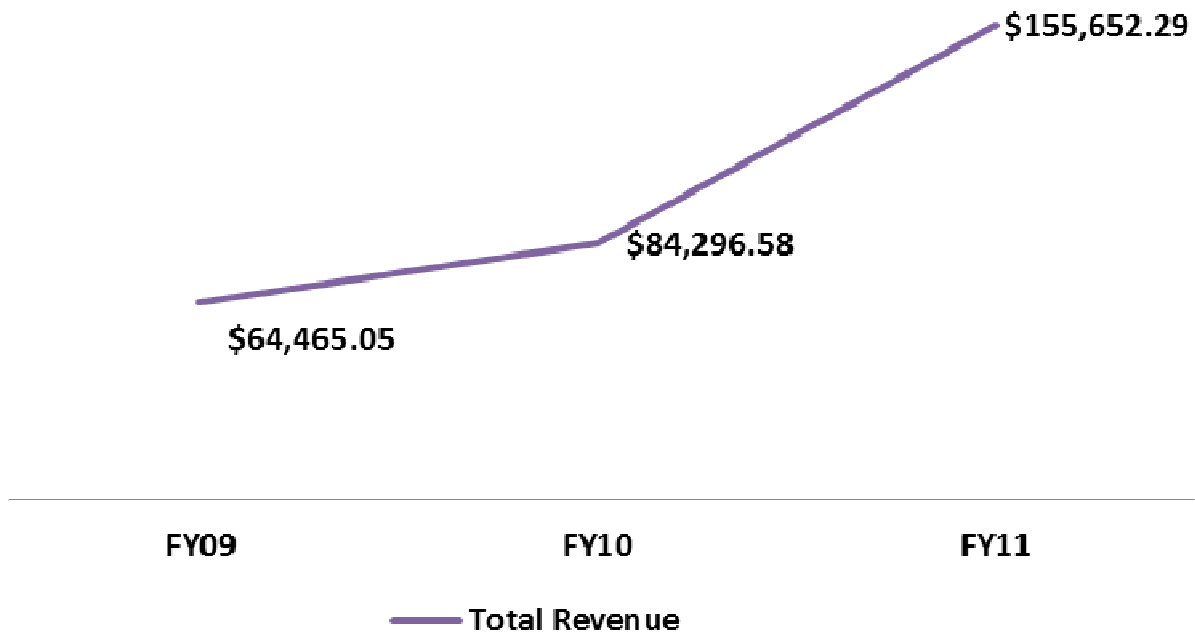


### 2011 EXPENSES

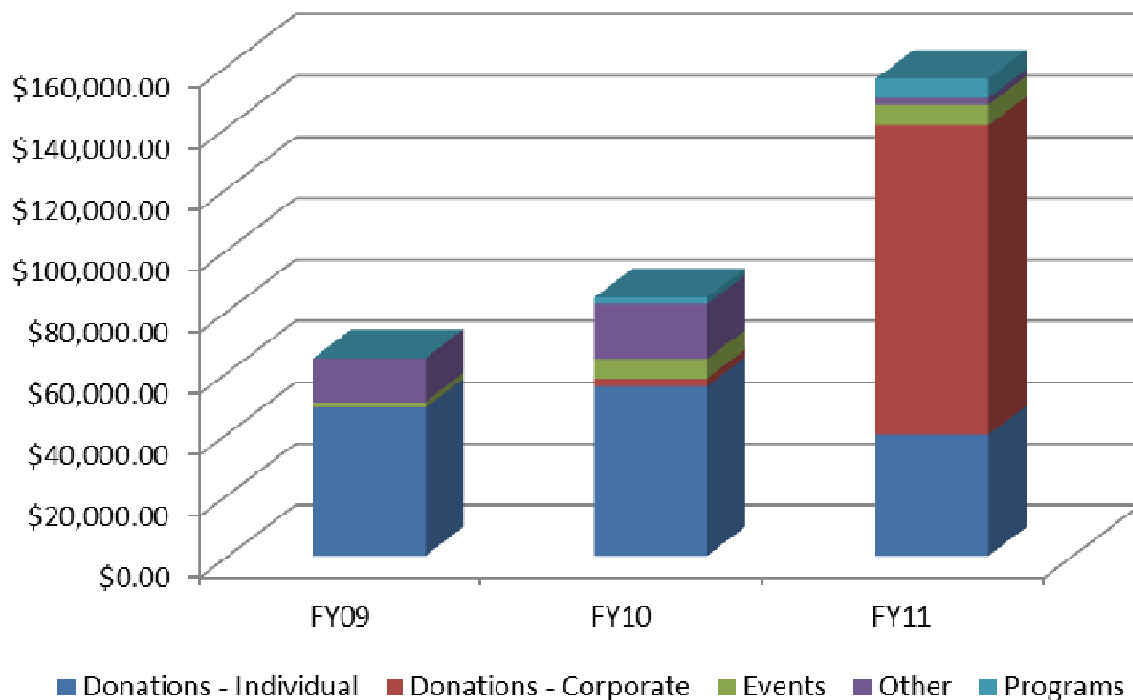
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